

Appl. No. 09/349,676

17. (Unchanged)

18. (Unchanged)

19. (Unchanged)

20. (Once Amended) A method of converting a base product into a modified base product, comprising:

providing at least one base product to each of a plurality of entities, each entity having identifying information;

electronically receiving registration information, the registration information including identifying information of the entity from which the at least one base product was obtained; and

electronically transmitting customization information to the at least one base product, the customization information based, at least in part, on the identifying information of the entity from which the at least one base product was obtained;

wherein the base product is operable to receive and store said customization information.

21. (Unchanged)

22. (Unchanged)

23. (Unchanged)

24. (Unchanged)

#### REMARKS

This is in response to the Office Action of 8 August 2003. Claims 10-24 are pending in the application, and Claims 10-24 have been rejected.

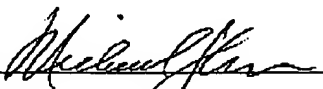
By this amendment, a new title has been provided, and Claims 10 and 20

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have been amended to place the case in better condition for appeal.

Applicants respectfully request entry of the present amendment.

Respectfully submitted,

By   
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Reg. No. 33,089

Dated: 14 Oct. 2003  
San Jose, CA

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